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Contacts:

Trey Fitz-Gerald (tfitz-gerald@mlsnet.com)
Major League Soccer – (646) 831-8813

Dana Baird (dbaird@ci.frisco.tx.us)
City of Frisco – (972) 297-6553 (pager)

Chris Ward (cward@mlsnet.com)
Dallas Burn – (214) 777-0203

NEW SOCCER COMPLEX IN FRISCO, TEXAS MARKS HISTORIC MILESTONE FOR SOCCER IN AMERICA

*INNOVATIVE PUBLIC-PRIVATE PARTNERSHIP WILL CONNECT A PROFESSIONAL
SOCCER STADIUM WITH YOUTH FIELDS FOR THE FIRST TIME*

***MLS Dallas Burn and Hundreds of Thousands of Texas Youth to Call
\$65 Million North Texas Complex Home in 2005 and Beyond***

FRISCO, Tex. (Wednesday, April 2, 2003) – Major League Soccer and the Dallas-based Hunt Sports Group (HSG) announced today that the Frisco Independent School District, the City of Frisco, Collin County and HSG have entered an historic partnership, agreeing to build a \$65 million soccer-specific stadium and soccer complex in Frisco, just north of Dallas.

Following unanimous commission votes in Collin County on Friday, March 28, and the Frisco City Council vote yesterday, the Frisco I.S.D. today approved the third and final piece of public funding for the development and construction of a \$65 million, city-owned complex. The site features a 20,000-seat home for Major League Soccer's Dallas Burn and 17 tournament-grade fields for youth and high school soccer. The Burn and Frisco I.S.D. will jointly use the stadium for MLS competition and varsity high school football games. For renderings of the complex, please log on to www.MLSnet.com. Construction is slated to begin in the coming months.

"The vision and innovation of the people of Frisco and Collin County is applauded by soccer fans across the United States," said MLS Commissioner Don Garber. "The approval of this public-private partnership represents a watershed moment for the sport in this country. MLS and the Dallas Burn are proud to stand shoulder-to-shoulder with the forward-thinking leaders of this community, providing yet another viable blueprint for professional soccer's continued success in the U.S."

The multi-purpose stadium, also available for concerts, public entertainment, and community events, will be located on approximately 100 acres just north of the new Frisco Town Square, a mixed-use development currently under construction and the future home of commercial, residential, retail and public buildings, including the new City Hall. The Burn will operate as the primary tenant for the stadium, adjacent to which will be 15 regulation soccer fields for Collin County communities and the North Texas Soccer Association use, as well as a tournament-grade host site for local, regional and national championships. An additional two fields will be located nearest to the stadium – an artificial turf field with seating for 600 that can be used for FISD competitions and a natural-grass training field exclusively dedicated to the Burn.

"The spirit of cooperation between the City of Frisco, Collin County and the school district is inspiring," said Lamar Hunt, Dallas native and legendary sports entrepreneur. "In all my years in professional soccer, football, and basketball, this is absolutely the most creative partnership I've seen. It also makes tremendous economic sense to jointly develop an all-encompassing facility for use by multiple entities."

The agreement stipulates that Collin County and the City of Frisco will each allocate \$20 million to the project, with \$15 million coming from the Frisco Independent School District and \$10 million from the Hunt Sports Group. HSG, which developed Major League Soccer's first soccer-specific stadium in Columbus, Ohio, will pay the city \$100,000 a year in rent on the stadium for 20 years, assumes the risk on all operating and maintenance expenses and retains all revenue generated by the site.

The stadium and the surrounding complex will represent the largest enterprise involving both a professional Division I team and a significant number of youth fields. The complex will complement the Frisco Town Square project, a 300-acre area containing housing, commerce and governmental functions, each stimulated by the rapidly-growing populace.

According to the North Texas Council of Governments, Frisco is one of the fastest-growing cities in Texas, and according to the most recent U.S. Census, it was the second-fastest growing city in the country among those with populations between 10,000 and 50,000. In just six years, by the beginning of 2002, Frisco's population had swelled to more than 58,000 – a 300 percent growth rate. By January 2005, demographers predict a population of 73,704. Five years from now, Frisco should top 100,000—and keep going.

The largest shopping mall in North Texas, Stonebriar Centre, calls Frisco home. Its 1.7 million square feet are anchored by Nordstrom, Macy's, Sears, JC Penney, Foleys & Galyans Sporting Goods. Stonebriar Centre features an NHL-size hockey/ice rink, a minor league baseball stadium, a 24-screen AMC theatre, a soft playground and a carousel.

"In the Spring of 2005, we look forward to christening the 20,000-seat stadium for Major League Soccer's Dallas Burn and a 17-field complex that can accommodate hundreds of thousands of soccer-playing kids each year," said Frisco Mayor Mike Simpson. "We are proud to be the new home of Major League Soccer in North Texas."

Hunt Sports Group President John Wagner, also intimately involved with the day-to-day business operations of Major League Soccer's Columbus Crew and Kansas City Wizards, worked tirelessly on the Frisco project for more than a year. Wagner predicts that in addition to the immediate and long-term benefits for the MLS Burn and the Frisco ISD soccer and football teams, numerous players of all ages across North Texas will benefit from the unprecedented project.

"We expect to have this complex serve as the focal point of recreational and competitive play for all of North Texas, the most vibrant hotbed of youth soccer in the country," said Wagner, who oversaw the development of the groundbreaking Columbus Crew Stadium for HSG. "With U.S. Youth Soccer located in nearby Richardson and the North Texas Youth Soccer Association next door in Plano, our Frisco complex can expect to host many of the country's most prestigious tournaments."

Frisco City Manager George Purefoy, Collin County Commissioner Jerry Hoagland and Frisco School Superintendent Rick Reedy collaborated with Wagner to bring the project to fruition.

"The involvement of Lamar Hunt and the Hunt Family is what made this project initially appealing," said Purefoy. "We have no doubt that he and his group can and will bring national and international events, plus regional and national tournaments, to the entire complex."

"In just 72 hours, Major League Soccer's eighth season kicks off at Columbus Crew Stadium, with the Defending MLS Cup Champion Los Angeles Galaxy facing the Crew live on ABC Sports at 4:00 p.m. ET," added Commissioner Garber. "In just two months, the Galaxy open The Home Depot Center, a facility sure to become one of the world's great soccer cathedrals. With the Frisco project, MLS will soon boast three awesome homes for our sport."

"Dallas now has the opportunity to host Major League Soccer's marquee events, the Pepsi MLS All-Star Game and the MLS Cup Championship, as well as the League's centralized Spring Training, U.S. National Team games, as well as other signature events for professional soccer in this country."

"With the votes of the last week, the City of Frisco, the FISD and Collin County, everyone in this community have ensured their legacy alongside those of the Crew and Galaxy in the annals of the sport," said Burn President and General Manager Andy Swift. "We are energized and moved by the support of the North Texas soccer community. We can't wait to bring the MLS Cup trophy to our new home."

QUOTE SHEET FROM FRISCO AND COLLIN COUNTY ADMINISTRATORS:

"The benefits of this development will reverberate throughout the world. North Texas is a bastion for youth soccer, and this Frisco project provides international exposure for soccer at all levels in the United States."

-- MLS Commissioner **Don Garber**

"I think the project is going to be a tremendous asset for Frisco and for Collin County. It will have regional, if not national, significance."

-- Collin County Commissioner **Jerry Hoagland**

"I realize this is a great economic development tool, but it's also a wonderful opportunity for the youth of Collin County and surrounding areas to bring soccer events to this area. Soccer is a family activity."

-- Collin County Commissioner **Phyllis Cole**

"This is just one more indicator of how our community and its leaders work together for the benefit of all. I know of no other city, county, school system and private entity that have come together to form such a unique collaboration, one that will benefit North Texas-area youth sports, high school athletics, professional soccer, and, ultimately, the entire community. It truly is a win-win for all involved."

-- FISD Board President **Dan Presley**

"The school district is expected to save our taxpayers nearly \$14 million over the next 20 years due to our participation in this project. On top of that, we provide our high school soccer and football players a world-class facility. This sets the standard of working together for the betterment of the community."

-- Frisco ISD Superintendent **Rick Reedy**

"This has been a long time coming. Over the years, so many people have dreamed of this moment. To finally see it come to pass is phenomenal."

-- President of North Texas Soccer **John Sutter**

"The potential benefit is for it to be a catalyst for other growth and as an amenity that enhances the quality of life for Frisco's residents."

-- Univ. of North Texas Center for Economic Development Associate Director **Terry Clower**

"On behalf of the more than 220,000 players, referees, coaches and administrators, we are thankful for this avenue of development and training, as well as for a venue which will host top competitions in the nation and quite possibly the world."

"The partnership with the Dallas Burn of Major League Soccer and the North Texas Soccer youth and adult programs sets the standard for what the future of the sport holds in this country, bringing it even further than it has come since World Cup USA 1994."

-- North Texas Soccer Executive Director **Bob Black**

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